



TechTommie
A new way to learn technology

Design Concept



DIGITAL TRANSFORMATION

Solving Problems

The main objective was to help people learn to harness technology and give them the tools they need, through a unique, interactive learning approach. Tommie is a simple, intuitive, always available assistant that guides people step-by-step through any tech question or topic via a hands-on approach. With Tommie's step-by-step guidance, you take the action yourself—and you learn the action—so you'll never feel stuck again!



Reduce Knowledge Gap

Enabling older adults to not fear getting things wrong when using the software.



Removing Dependency

No barriers. Enhance the range of abilities to perform at optimal levels without any reliance.



Improved Understanding

Technology is a valuable asset, but it progressed at such a rapid pace that many of us find ourselves overwhelmed.



Better Support

No more complex guideline and steep learning curve.

Brand Exploration

A brand is the set of expectation, memories, stories and relationship that taken together, account for a consumer's decision to choose one product or service over another.



These emotions are what people should feel when looking at mood board.
The emotion that the mood board triggers should align with mood statements.

QUICK - QUICK SOLUTION - MINIMAL - TECHNOLOGY - MILLENNIALS - HELP

Mood Board

Unlike wireframes and prototypes, mood boards don't show the detailed picture of a future project. They are meant to transfer the right mood and bring the emotions expected from a product.



The images give us a visual representation of what is the nature of the business and which will be best suited for it.

Typography

Selected fonts that align with our style and emotions, which are derived from mood board.

Aa
Montserrat
for Titles

Light
Regular
Medium
Bold

Aa
Roboto
for Body

Light
Regular
Medium
Bold

Color Scheme

The images portray the hue and color, which then reveals the color pallet from within. Every colors depict a feeling and have an emotional impact.



User Persona

Its a simple representation of the ideal target audience. It helps to streamline needs and get solutions faster.



Annie Campbell
56, Business Owner - Investor
Maidenhead, Berks

I feel there should be an assistant who can assist me if I have any questions related to technology or I want to learn new things on my own.

About

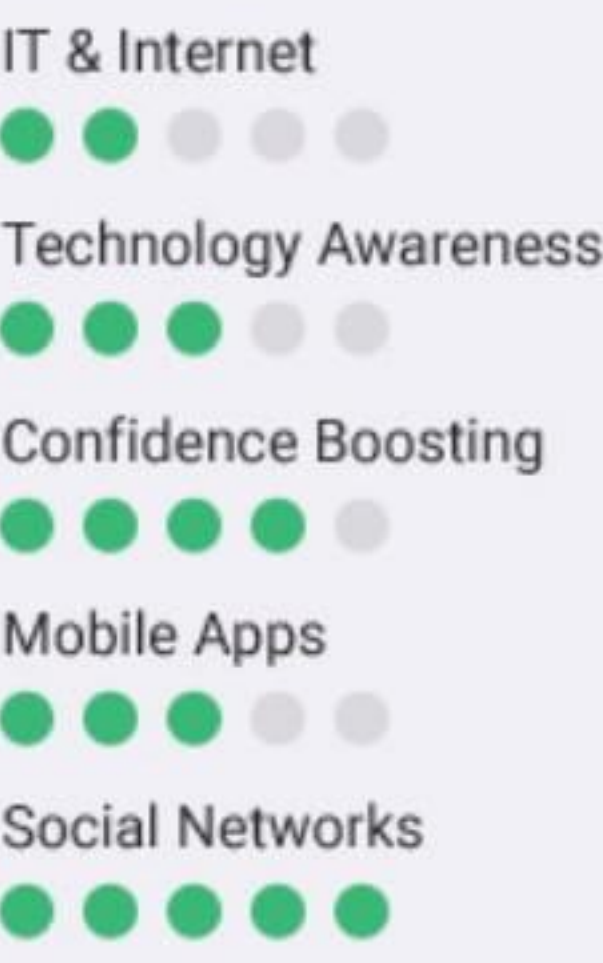
Annie is the chairman and founder of Energy Equipment Group, one of Maidenhead's largest privately-held conglomerates. EEG has interests in oil trading and exploration, steel, dredging engineering, haulage services and property development. The group's annual revenue exceeds \$550 million.

Annie is married and has two children (a ges are 18 & 24). She enjoys learning new things but at her own and in less time space. Usually, she is busy with her business, she gets less chance to learn new tech things easily. She is always eager to adopt the technology which can save her time and can help her in achieving the goals she wants.

Goals

- Feels a need to stay always aware of modern technologies in the existing market
- Always keen to learn new things independently
- Feel/Stay young

Technology



Social Channels



Brands & Influencer



Iconography

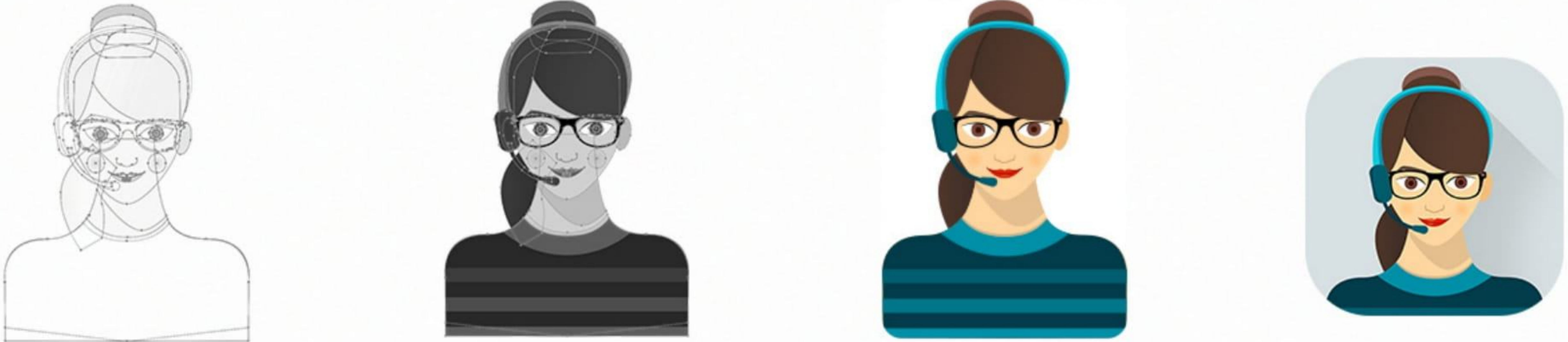


Mascot

Creating a Mascot of a chatbot that appeals users to engage in the conversation was a challenging task for us. We dig deep into our target audience and found out they were more comfortable around millennials to ask for help regarding tech. So we came up with a design of a young techie girl in her 20's with a friendly expression named Tommie.



App Icon



Logo



Ask an Expert

Detailed step-by-step chat explanations help you learn what you need to know!

